

# Apps to Enhance Your Social Media Platforms

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We live on our smart phones. These days, it seems our desktop computer is the second choice and most of us turn to our phone to give us information, stay connected or make our to-do lists. Being a fashion blogger and social media entrepreneur, I have found that I'm using my phone to edit photos, create video and stay style inspired. With such great apps available, I thought I'd share my top picks that might be used to enhance your social media platforms.

## **Photography**

Photography plays such a big role in any blog or social media platform, and if you don't have the time or knowledge on how to use Photoshop, there are some great photography apps that help you look professional.

*Afterglow*, *VSCO*, and *BigLens* are my top suggestions for editing your photos. You can crop, edit with contrast, exposure, etc. and add effects that make your photos pop. Editing photos is now very simple and each app allows you to post your photos directly to any social media platform like Twitter, Instagram or Facebook.

*Over* is an app that allows you to add content to your photo. You can choose from a group of creative fonts and type text that will lay over your photo. Use *Over* to add text to photos that will introduce a blog post or give your Instagram photo a slogan or title.

*Squareready* is perfect for the Instagram user. It crops your photo into the perfect square or allows you to create a smaller photo within the white space of the square.

## **Video**

Video content is increasing in popularity and is a great addition to any blog or YouTube channel. It allows readers to have a more visual picture of you and your content. Whether you are creating a style montage, a tutorial or a day in life video, there are amazing apps that can help you create a movie that has professional written all over it.

*Magisto* is the latest app that takes all the work out of your hands. Simply upload any videos and it will edit, add music and create cool effects to your original footage. *Vintagio* is a fun video editing app that sends your footage back in time and makes it look like it was filmed in the 20's, 60's or 70's. If you are going for a nostalgic look, this app is perfect.

These are just a few of my favorite apps that keep my blog and social media platforms much more visually stimulating. Use them to enhance you and your brand!

Afterglow

<https://itunes.apple.com/us/app/afterglow-photo-editor/id573116090?mt=8>

VSCO

<https://itunes.apple.com/us/app/vsco-cam/id513526765?mt=8>

BigLens

<https://itunes.apple.com/us/app/big-lens/id470460905?mt=8>

Over

<http://madewithover.com>

Squareready

<https://itunes.apple.com/us/app/squaready-instagram-layouter/id440279995?mt=8>

Magisto

<http://www.magisto.com>

Vintagio

<https://itunes.apple.com/us/app/vintagio/id335148458?mt=8>